

Event and Congress Statistics Berlin 2023



Source: Meeting- & EventBarometer
Conducted by:



Business Events in Berlin: Key Figures at a Glance

Source: EITW own surveys and provider survey 2024: various queries

1. The Offer	2019	2020	2021	2022	2023
Venues	372	456*	405	405	414
2. The Demand					
Onsite Business Events**	66,850	19,588	21,222	54,397	70,535
Participants in Onsite Business Events (in millions)	9.38	3.14	3.21	5.9	7.64
3. The Market					
Revenue*** (in millions EUR)	2.083	546	623	1.090 (+74.9%)	1.409 (+29.3%)
Expenditure per Person per Day (in EUR)	222	174	194	260****	350*****

* The increase in 2020 is due to a change in the data source (full survey by BCO).

** Business events (B2B events) include congresses, conferences, seminars, exhibitions, presentations, and social events. The number is derived from the percentage of these defined B2B events out of all onsite events (in-person and hybrid) in Berlin in 2023.

*** Revenue refers to the pure event revenues of the providers and should be distinguished from the actual gross value added by additional sales effects at the event location (e.g., additional consumption expenditures of guests, public revenues, creation of additional jobs, and increase in purchasing power).

**** This value is based on a statistical calculation by the economists of IBB regarding the average total expenditure of a trade fair visitor in Berlin for hotel, gastronomy, and transport per day before the start of the Corona pandemic in 2019. Since the market returned to pre-crisis levels in 2022, this value was used as the basis for the calculation in 2022 and the following years; Source: Investitionsbank Berlin (IBB) December 2022, "Significance of Trade Fair and Congress Organizers for the Economic Location Berlin", Berlin aktuell, p. 9.

*****Study Economic Effects Berlin, EITW September 2024, 594.25 euros per participant (total average) / 1,7 days average length of stay = 349.56 euros per participant/per day

The Overall Market of the Meeting & Event Destination Berlin: 2023

Spurce: EITW own surveys and provider survey 2024: various queries



Initial Situation

Venues total*	414
Convention Centers (CC)	24
Conference Hotels (CH)	120
Event Locations (EL)	270



Demand Situation**

Onsite Events	92,323
In-Person Events	78,270
Hybrid Events	14,053
Participants Onsite	10.0 Mio.
Pure In-Person Participants	8.74 Mio.
Hybrid Events Participants	1.26 Mio.

* For calculation purposes, the types of providers used in previous congress reports were aligned with the venue types of the EITW as defined in the Meeting & Event Barometer. Thus, the number of congress, city, and multipurpose halls was taken as convention centers (CC), hotels were considered conference hotels, and locations were listed as event locations to match the classification of the EITW and allow for a "transitional calculation".

** To represent the overall demand situation, various types of events (business and others) that took place in professional event venues in Berlin were combined.

The B2B Market of the Meeting & Event Destination Berlin: 2023

Source: EITW own surveys and provider survey 2024: various queries

 Demand Situation B2B Market			
Onsite Business Events* in Berlin		76.4 per cent	70,535
Congresses, Conferences, Seminars		62.4 per cent	57,610
Exhibitions, Presentations		7.6 per cent	7,016
Social Events		6.4 per cent	5,909
Onsite Business Events** in Germany		68.8 per cent	1,479,200
Congresses, Conferences, Seminars		57.5 per cent	1,236,250
Exhibitions, Presentations		6.2 per cent	133,300
Social Events		5.1 per cent	109,650

At **76.4 per cent**, the share of B2B events in the Berlin event market was **above the German average** of **68.8 per cent** and above the figure **before the start of the coronavirus pandemic** in 2019.

* In order to reflect the demand situation for business events, events of various types that took place in professional event venues in Berlin were summarised. Professionally motivated events (business events) include congresses/conferences/seminars, exhibitions/presentations and social events.

** The figures are based on a projection of the percentage of each type of event in relation to the total number of events in Berlin.

The B2B Market of the Meeting & Event Destination Berlin: 2023

Source:: EITW own surveys and provider survey 2024: various queries

 Demand Situation B2B Market		
Participants		10.0 Mio.
Participants in Business Events*	76.4 per cent	7.64 Mio.
Participants at other events**	23.7 per cent	2.37 Mio.



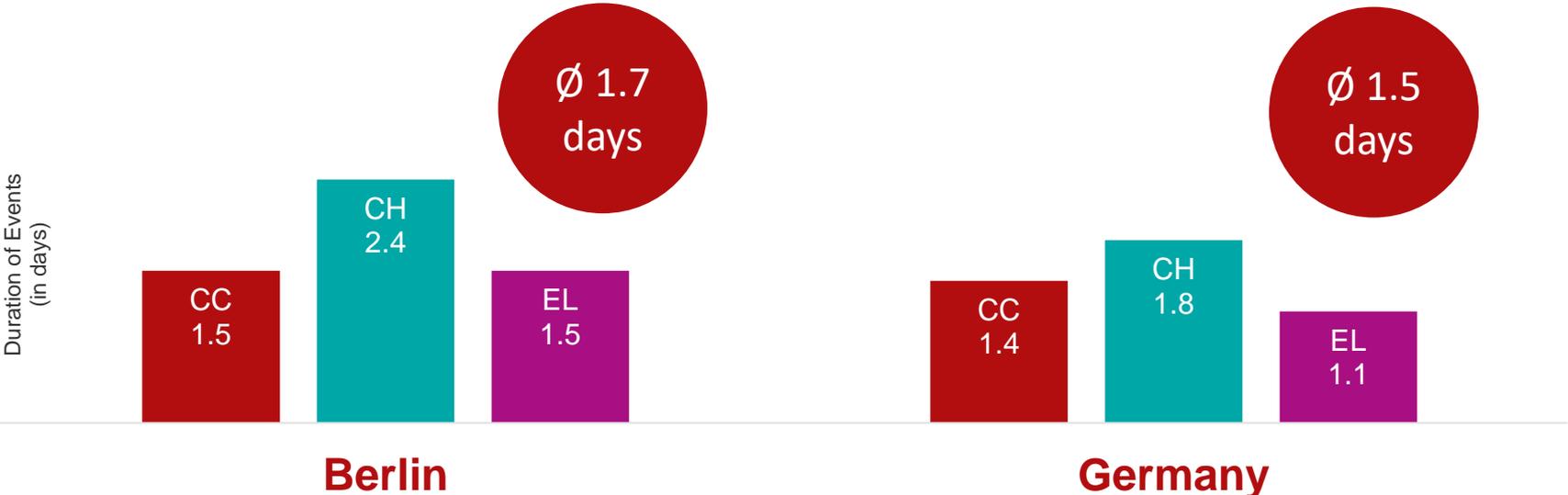
In 2023, a total of **7.64 million** event participants travelled to **Berlin** for a **professionally motivated event**.

* In order to reflect the demand situation for business events, events of various types that took place in professional event venues in Berlin were summarised. Professionally motivated events (business events) include conferences/ meetings/ seminars, exhibitions/ presentations and social events. The figures are based on a projection of the percentage of each type of event in relation to the total number of events in Berlin.

** Other events include cultural and sporting events, local events, festivities and other events that do not fall under the category of business events.

Duration of Onsite Events in 2023

Source: EITW provider survey 2024: total number of events in 2023 and their duration at their venue (events with at least 20 participants).



The **duration of events** in **Berlin** was **slightly higher than in Germany** as a whole and remained constant compared to the previous year.

Types of Events at the Venues in Berlin

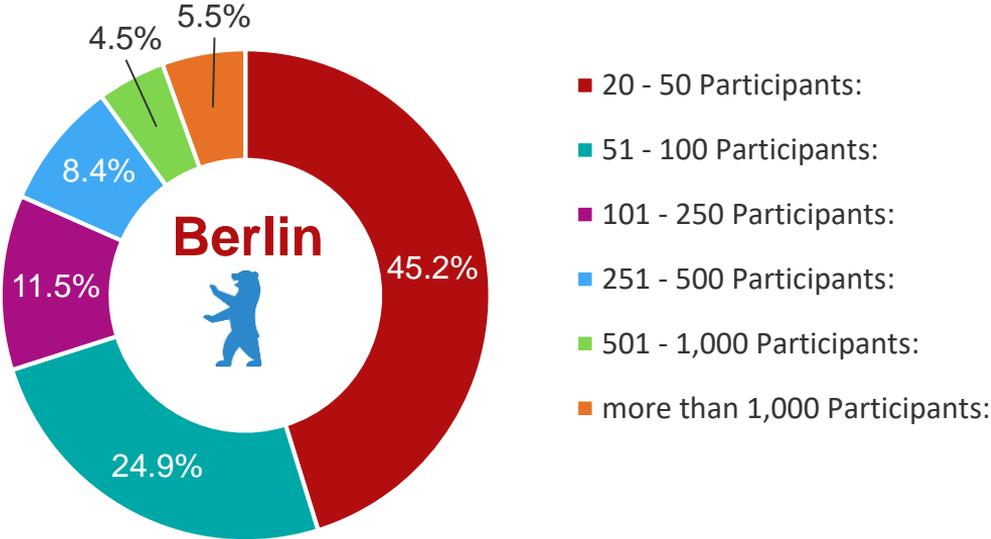
Source: EITW provider survey 2024: number of different event types by type of event venue



The **convention centers** stood out particularly at **exhibitions and cultural/sporting events**, while the **conference hotels** were dominant at **seminars/conferences and festivities**. The **event locations** played a greater role at **social events**, but only held 6.7 per cent of all seminars, conferences and congresses.

Size Categories for Seminars, Conferences and Congresses

Source: EITW, provider survey 2024: size categories of seminars, conferences and congresses

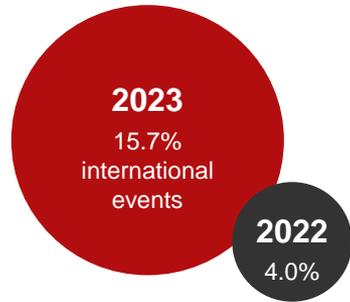


Almost **30 per cent** of the events in **Berlin** in 2023 were events with **more than 100 participants**.

The proportion of **large events** with more than 1,000 participants was **5.5 per cent**, **above the German average** (1.3 per cent).

International Events by Type of Venue

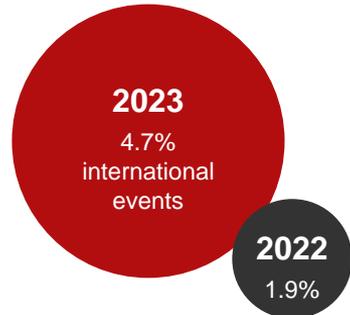
Source: EITW provider survey 2024: number of international events* (events with at least 20 participants)



in Berlin



The proportion of international events in **conference hotels** was particularly high at 22.9 per cent, followed by **event locations** at 13.3 per cent. In the **congress centres**, 6.3 per cent of the events were international.



in Germany



At the federal level, **event locations** achieved the highest share among the types of event venues, at 5.3 per cent, followed by **conference hotels** at 5.2 per cent. **Convention centers** recorded 3.5 per cent of international events.

* An event is considered international if at least 10 per cent of the participants are resident outside Germany.

International Participants at Business Events

Basis: EITW provider survey 2024: number of participants, of which foreign participants*

2023

22.1%
international
participants

in Berlin



The proportion of foreign participants at business events in **Berlin** was **significantly higher than the national average**. A fifth of the participants at business events came from abroad.

2023

9.1%
international
participants

in Germany



The proportion of international participants at business events in **Germany** was 9.1 per cent.

*Ausländische Teilnehmer:innen sind per Definition solche Teilnehmer:innen, die ihren Wohnsitz außerhalb Deutschlands haben.

National vs. International Source Markets by Type of Event Venue

Source: EITW provider survey 2024: 'What was the percentage breakdown of organisers by country of origin in 2023?'



in Berlin



94.0%	Convention Centers	6.0%
75.7%	Congress Hotels	24.3%
91.8%	Event Locations	8.2%



in Germany



97.6%	Convention Centers	2.4%
89.4%	Congress Hotels	10.6%
95.5%	Event Locations	4.5%

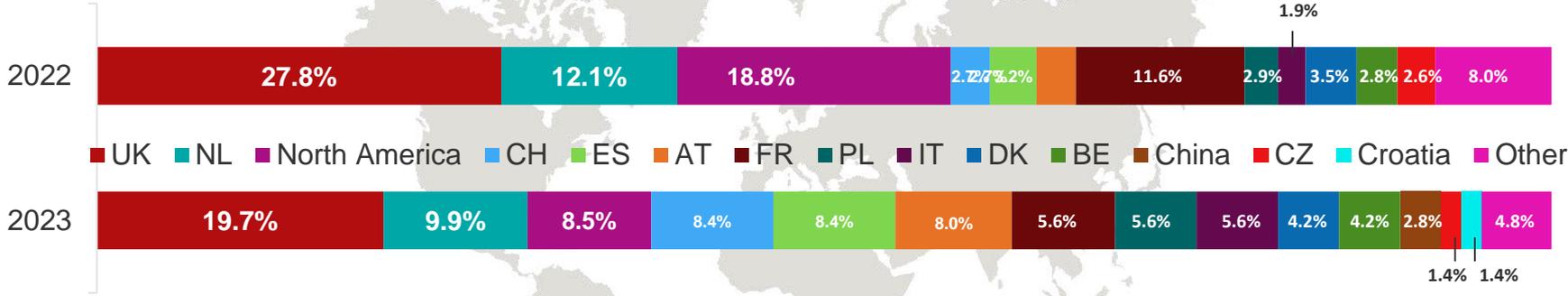
In **Berlin**, the event venues had a **consistently higher proportion of international organisers** than in the rest of Germany. The **congress hotels** had by far the largest proportion of international organisers.

Organiser Origin in Berlin: International Source Markets

Source: EITW supplier survey 2023 & 2024: 'Which international source markets are the most important for your event venue?'



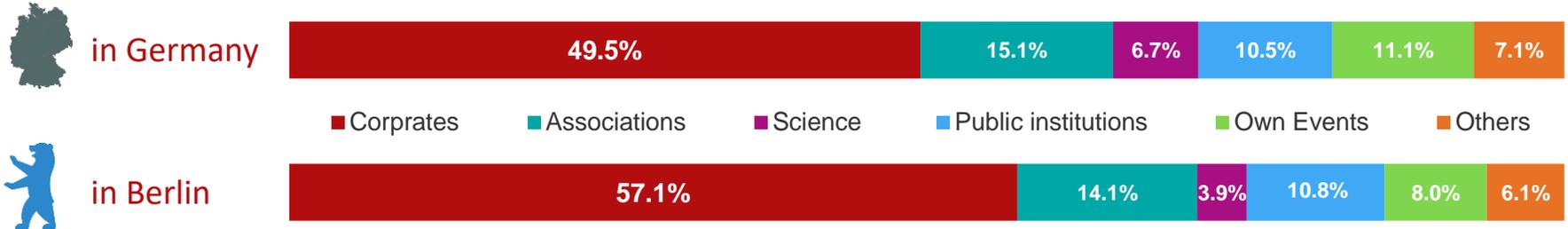
International Source Markets of Berlin Providers



In comparison to the previous year, the **range of organisers** in Berlin 2023 has become **even more diversified** and expanded to include international source markets **outside Western Europe**.

Corporates are the most important Customer Group

Basis: EITW provider survey 2024: 'Please indicate the percentage of each type of organiser that your events are made up of.'



Both nationwide and in **Berlin**, **corporates** are the most common organisers, followed by **associations**. **More than half** of the organiser customers in Berlin are **corporates**, which means that 'entrepreneurship' is significantly more important here than nationwide.

The breakdown **varies depending on the type of event location**.

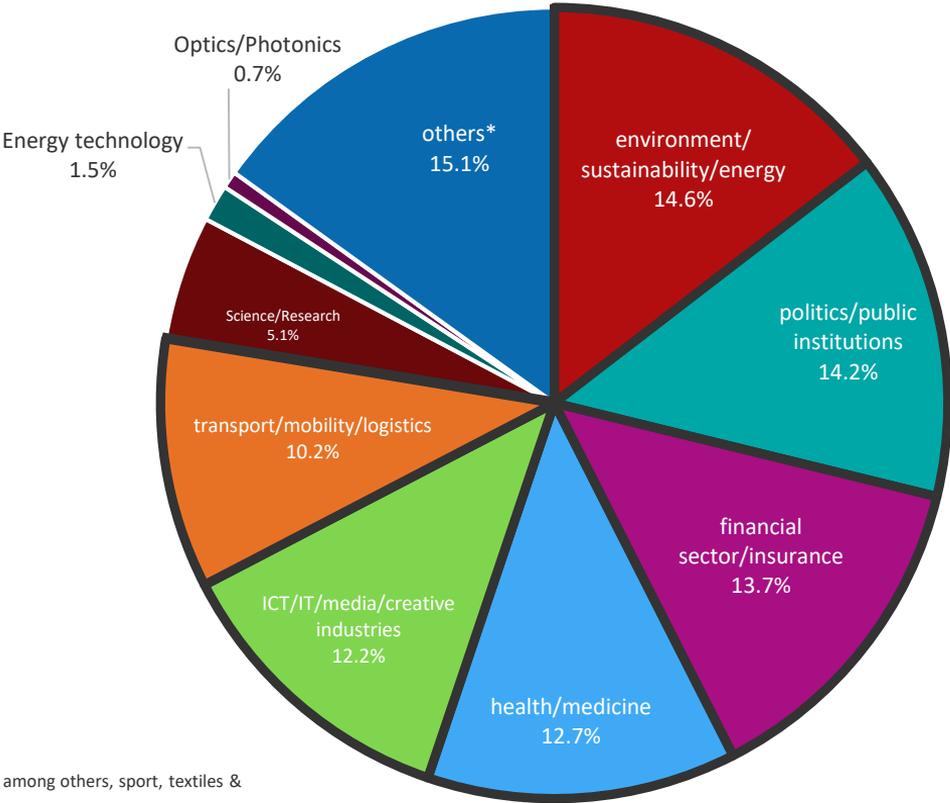
In **conference hotels**, **public institutions** are an important customer group alongside companies and associations. In **congress centers**, **associations** account for over a third of customers.

Industry Expertise: The most important Industries for Providers

Source: EITW provider survey 2024 (only Berlin providers): 'What was the percentage distribution of events organised by industry?'

The intensity of events in Berlin's designated sectors varied.

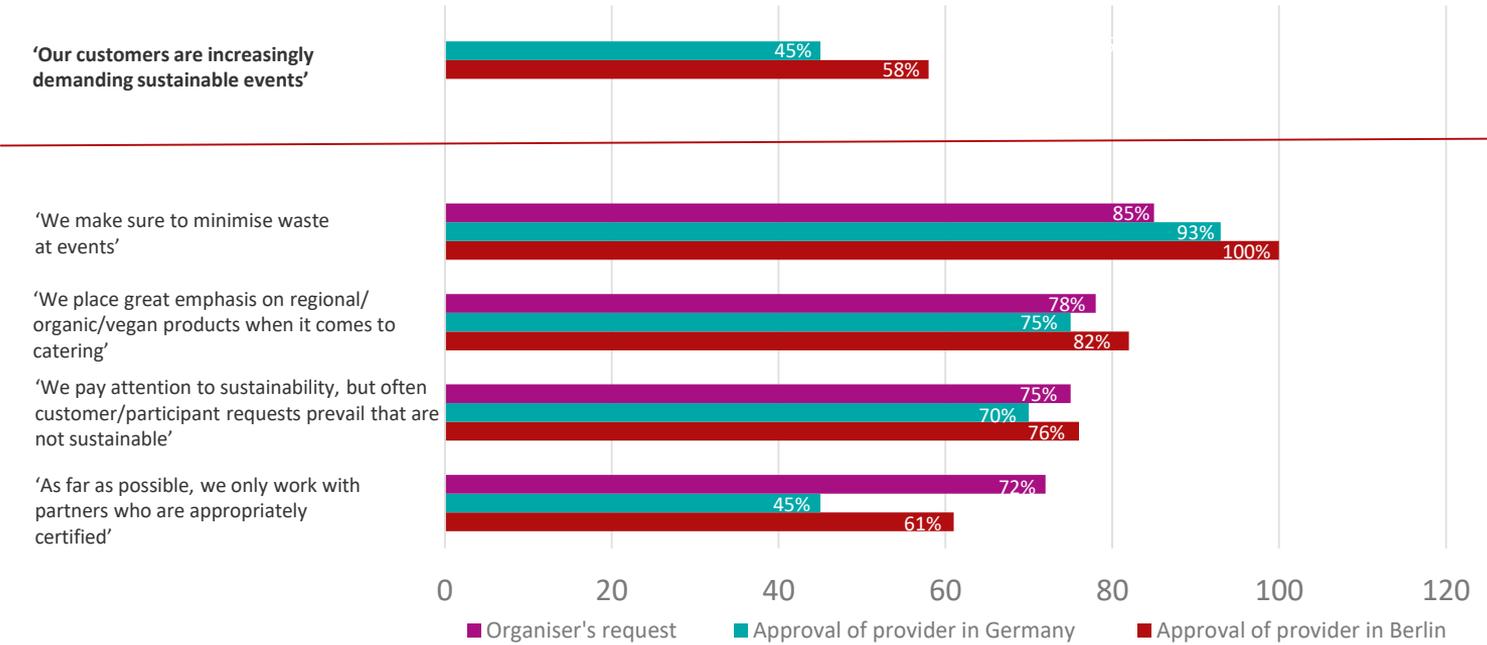
Most important sectors:
 environment/sustainability/energy
 politics/public institutions
 financial sector/insurance
 health/medicine
 ICT/IT/media/creative industries
 transport/mobility/logistics



* Sectors that were not included in the selection were grouped under the heading 'Other'. These included, among others, sport, textiles & fashion, tourism, construction, consulting, agriculture, consumer goods and trade & household goods.

Focus Topic: Sustainability Requirements of Organisers and Providers

Basis: EITW provider survey 2024: 'To what extent do you agree with the following statements on sustainability?'



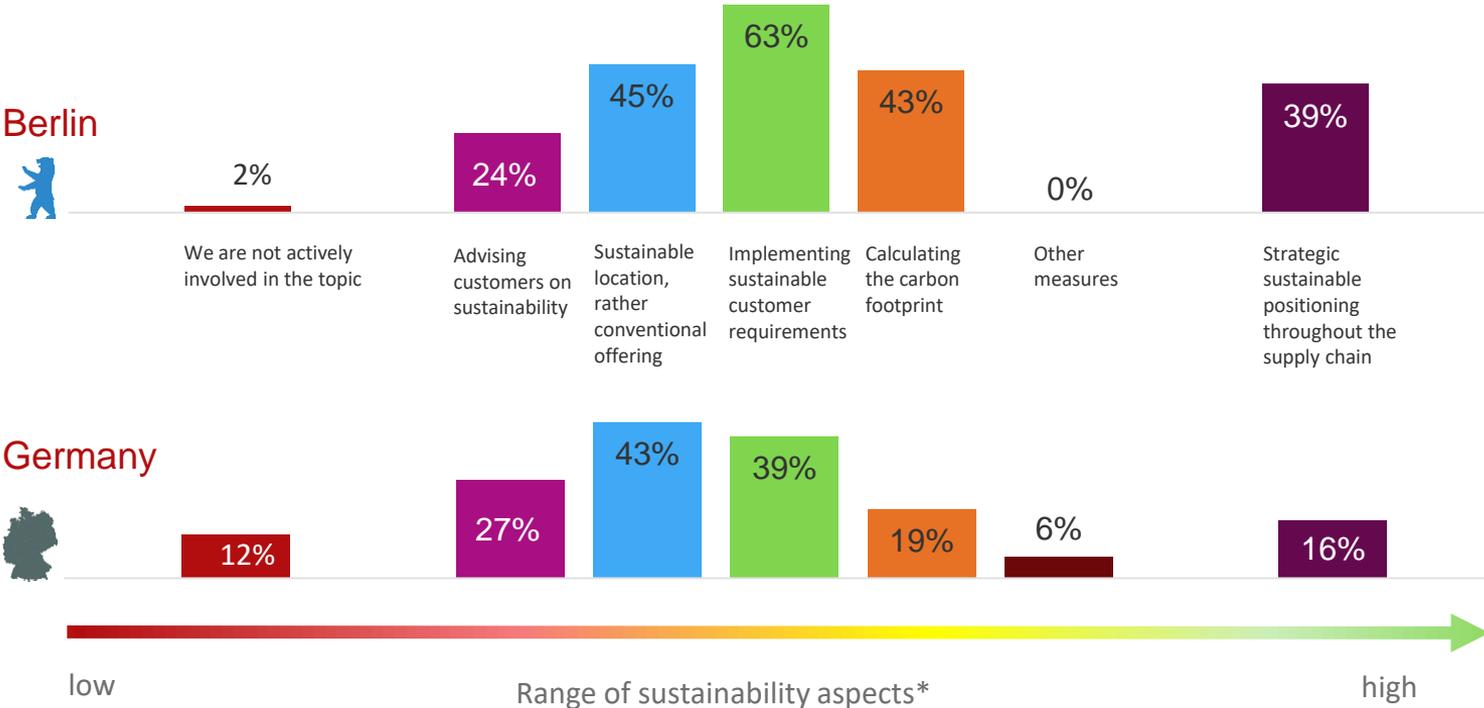
The demand for sustainable events in Berlin is above the German average.

Sustainability is therefore becoming a success factor for Berlin-based providers.

Berlin providers meet the high sustainability requirements of organisers better than the national average.

Focus Topic: Sustainability in Berlin Service Providers

Source: EITW provider survey 2024: 'How far have you come in terms of sustainability?'



Sustainability is more advanced in Berlin than in the rest of Germany.

The majority of companies in Berlin said that they were able to **implement sustainable customer requirements**.

Around **40 per cent** of the companies surveyed stated that they were **strategically sustainable throughout the entire supply chain**.

*Providers were able to name several sustainability aspects that they said they had already implemented.